

Consumer education campaigns

ISSUE: The Commission has explored many issues aimed at increasing the availability of information on the cost and quality of health care services. We need information on how best to communicate with Medicare beneficiaries on how they learn about health issues and make decisions about their care. What strategies lead to consumers getting and using information about the effectiveness, cost, or quality of health care organizations and services?

KEY POINTS: As efforts to reduce smoking have shown, public health campaigns can lead to changes in individual behavior but the challenges are great. Successful public health campaigns are typically part of wider movements targeting providers, policymakers, and the social and cultural environment. For this project, we explored campaigns that have achieved some success to see if their experiences and the barriers they encountered could be applied to communication with Medicare beneficiaries.

For this presentation, we present preliminary findings on public health campaigns that have worked to engage consumers and inform their choices.

ACTION: Commissioners should discuss future directions for this research.

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